



Research on the Strategies of External Propaganda Translation of Guangxi's Regional Image from the Perspective of Neighborhood Communication

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Abstract

In today's increasingly globalized world, the elaborate creation and wide dissemination of regional image are of immeasurable importance to the promotion of local economic development, the promotion of in-depth cultural exchanges, and the strengthening of close international cooperation. Guangxi, as a shining pearl and an important gateway in southwest China, has been promoting multi-level and wide-ranging exchanges and cooperation with neighboring countries and regions in the publicity and translation of its regional image, playing an important role. This paper aims to explore effective strategies for Guangxi's regional publicity translation from the unique perspective of neighborhood communication. The goal is to enhance Guangxi's visibility and influence on the international stage, allowing it to shine more brightly in the tide of globalization. Through systematic literature review, rich case studies, and multi-dimensional methods, this paper comprehensively analyzes the distinctive features of Guangxi's regional image, the current situation of the publicity translation work, and the existing concrete problems, on this basis, a series of Translation Strategies with strong pertinence and high operability are put forward. These strategies aim to provide more precise and vivid language support for Guangxi's regional image translation, thus helping Guangxi to display more unique and charming charm in international communication.

Keywords

Neighborhood Communication; Guangxi's Regional Image; External Propaganda Translation; Strategy Research

1. Introduction

With the acceleration of globalization, regional exchanges and cooperation have become increasingly frequent. In this context, the shaping and dissemination of regional images have become important means for local governments to enhance competitiveness, attract foreign investment, and promote tourism and cultural exchanges. Guangxi, as a significant province in China's southwest region, boasts unique geographical location, abundant natural resources, and profound cultural heritage, providing unique conditions for shaping its regional image. However, in the context of globalization, how to effectively convey Guangxi's regional image to the international community remains a major challenge. External propaganda translation, as an important bridge for cross-cultural communication, bears the responsibility of transmitting local characteristics and cultural essences to foreign audiences. Nevertheless, due to factors such as cultural differences and language barriers, external propaganda translation often faces numerous challenges. Therefore, exploring the strategies for the external propaganda translation of Guangxi's regional image from

the perspective of neighborhood communication is of great significance for enhancing Guangxi's international visibility and influence.

2. Overview of Neighborhood Communication

In today's increasingly diversified information dissemination landscape, neighborhood communication has emerged as a significant mode of information dissemination, garnering growing attention. Originally proposed by Professor Lu Di from the School of Journalism and Communication at Peking University, neighborhood communication theory refers to a comprehensive information dissemination activity that occurs on both sides of an effective sovereign jurisdictional boundary, situated between domestic and international communication. Peripheral communication involves the transmission and exchange of information among individuals or groups within a specific geographical area through channels and methods. This mode of communication not only influences people's daily lives but also deeply shapes regional culture and social structure.

The characteristics of neighborhood communication lie in its regionality and proximity. Regionality refers to information dissemination primarily occurring within a specific geographical space, such as a community, city, or region. This geographical constraint often imbues the information with a strong local flavor, reflecting the local customs, traditions, and cultural distinctiveness. Proximity, on the other hand, refers to the existence of some degree of connection or relationship between the information disseminator and the receiver, such as neighborhood ties or kinship. This proximity makes the information more easily received and accepted during the dissemination process, thereby enhancing the effectiveness of the communication.

In neighborhood communication, there are various channels and methods for information transmission. Traditional channels include oral communication, letter exchange, and community announcements. Although these methods are relatively primitive and simple, they still play crucial roles in certain specific contexts. With the advancement of technology, modern channels for peripheral communication have become increasingly diverse, including social media, community forums, and WeChat public accounts. These emerging channels not only broaden the scope of information dissemination but also improve its efficiency and interactivity.

The content of neighborhood communication is also extensive, covering all aspects of social life. From daily trivia to national events, from personal emotions to public interests, almost any topic can become the subject of peripheral communication. This diversity of content enables peripheral communication to meet people's informational needs while also facilitating social exchange and cultural inheritance.

Neighborhood communication refers to the information dissemination and cultural exchange activities between a country or region and its neighboring countries or regions. This theory emphasizes the role of factors such as regionality, proximity, and cultural similarity in information dissemination, arguing that cultural exchanges between neighboring countries have natural advantages and convenience. In the context of globalization, neighborhood communication has become an important component of a country's soft power construction, holding significant importance for promoting mutual understanding, enhancing friendship, and fostering cooperation among nations (Lu Di, 2019).

3. Principles and Case Analysis of External Propaganda Translation for City Images

3.1 Principles of External Propaganda Translation for City Images

3.1.1 Principle of Accuracy

Accuracy is the foundation of translation work and the primary principle of external propaganda translation for city images. City image external propaganda materials often contain rich information about history, culture, economic and social development, natural landscapes, etc. This information must be accurately conveyed during translation. For example, key information such as city names, place names, historical events, and economic data, once translated incorrectly, will directly affect the accurate transmission of the city's image and even cause misunderstandings and negative impacts.

3.1.2 Principle of Cultural Adaptability

External propaganda translation for city images is not only language conversion but also cultural transmission. During translation, emphasis should be placed on the adaptability of the target language culture to avoid cultural conflicts and misunderstandings. This requires translators to have profound cultural knowledge and cross-cultural communication skills, to accurately understand the connotations of the source language culture, and to find appropriate expressions in the target language. For example, some vocabulary or expressions with Chinese characteristics, such as

“harmonious society” and “people-oriented,” require appropriate free translation or explanation during translation to ensure accurate information transmission and retention of cultural connotations (Huang Liyue, 2024).

3.1.3 Principle of Innovation

External propaganda translation for city images requires a certain degree of innovation to attract the attention of target audiences and enhance the attractiveness of the city's image (Fu Jingjing, 2024). During translation, various translation strategies can be flexibly used, such as amplification, omission, and adaptation, to highlight city characteristics and enhance the expressiveness and appeal of the text. Simultaneously, adjustments and innovations in language style can be made in combination with the acceptance habits and aesthetic preferences of the target audience to make the translated text closer to the target audience and improve communication effects.

3.1.4 Principle of Maximizing Communication Effects

The ultimate goal of external propaganda translation for city images is to enhance the city's image and promote exchanges and cooperation between cities. Therefore, during translation, emphasis should be placed on maximizing the effects of communication. This requires translators to focus not only on the accuracy and cultural adaptability of the text but also on its communication effects and audience feedback. By optimizing translation strategies, improving the readability and attractiveness of the text, and enhancing the target audience's recognition and identification of the city's image, effective dissemination of the city's image can be achieved.

3.2 Case Analysis

3.2.1 Case One: External Propaganda Translation of Hangzhou's City Image

Hangzhou, as a famous historical and cultural city and tourist destination in China, excels in the accuracy and cultural adaptability of its external propaganda translation. For example, when translating the “Ten Scenes of West Lake,” translators not only accurately convey the names and characteristics of each scenic spot but also appropriately paraphrase and explain them in combination with the characteristics of the target language culture, making the translated text more vivid and image-based. For instance, “Broken Bridge with Lingering Snow” is translated as “Broken Bridge with Lingering Snow,” and “Su Causeway in Spring Dawn” is translated as “Su Causeway in Spring Dawn,” which not only retains the cultural connotations of the scenic spots but also enhances the expressiveness and appeal of the text.

Furthermore, Hangzhou emphasizes innovation and maximization of communication effects in its external propaganda translation. For example, when translating the slogan “Hangzhou Welcomes You,” the translator cleverly combines the pinyin “Hangzhou” with the English word “Hello” to create the novel and memorable slogan “Hello, Hangzhou!” This not only reflects Hangzhou's openness and inclusivity but also enhances the attractiveness and communication effect of the slogan.

3.2.2 Case Two: External Propaganda Translation of Shanghai's City Image

As one of China's most internationally influential cities, Shanghai also excels in the accuracy and innovation of its external propaganda translation. For example, when translating “The Bund in Shanghai,” translators not only accurately convey the name and geographical location of the scenic spot but also appropriately paraphrase and provide supplementary explanations in combination with the characteristics of the target language culture, making the translated text more comprehensive and accurate. For instance, “The Bund in Shanghai” is translated as “Shanghai's Famous Waterfront Bund,” which not only highlights the fame and characteristics of the Bund but also enhances the communication effect of the text.

Simultaneously, Shanghai emphasizes adjusting and innovating language style in combination with the acceptance habits and aesthetic preferences of the target audience in its external propaganda translation. For example, when translating the slogan “Welcome to Shanghai,” the translator adopts a concise, clear, and easy-to-remember translation “Welcome to Shanghai!” This not only reflects Shanghai's friendliness and enthusiasm but also aligns with the acceptance habits of the target audience, improving the communication effect of the slogan.

4. Characteristics of Guangxi's Regional Image

Guangxi, located in the southern part of China and bordering Vietnam, is an important gateway in China's southwest region. Its regional image has the following notable characteristics.

4.1 Unique Geographical Location and Natural Environment

Guangxi is located in the subtropical monsoon climate zone, boasting abundant natural resources and a unique ecological environment. The natural landscapes such as Guilin's karst scenery and Beihai's Silver Beach are renowned both at home and abroad, becoming important representatives of Guangxi's regional image. These natural landscapes not only bring rich tourism resources to Guangxi but also provide unique natural conditions for shaping its regional image (Ge Ruiping, 2021).

4.2 Rich Ethnic Culture and Historical Heritage

Guangxi is a region inhabited by multiple ethnic groups, with a rich and colorful culture among the Zhuang, Yao, Miao, and other ethnic minorities. This ethnic culture is not only reflected in clothing, architecture, music, dance, etc., but is also deeply integrated into the daily lives of Guangxi's people. At the same time, as an important historical region in China, Guangxi boasts a rich historical heritage and cultural relics, such as the Jingjiang Wangfu and Duxiu Peak, adding profound historical connotations to the shaping of its regional image (Jiang Linghao, 2019).

4.3 Rapidly Developing Economy and Social Undertakings

In recent years, Guangxi has achieved remarkable success in economic and social development. Centered on Nanning, the Beibu Gulf Economic Zone has emerged as a new engine for China's economic growth, attracting substantial domestic and foreign investment. At the same time, Guangxi has made significant progress in social undertakings such as transportation, education, and healthcare, providing strong support for shaping the region's image (Li Jia, 2022).

5. The Status and Issues of Guangxi's Regional Image Publicity Translation

With the rapid development of China's economy and the enhancement of its international status, the importance of external publicity (hereinafter referred to as "publicity") work has become increasingly prominent. As a vital bridge connecting China and the world, publicity translation plays an irreplaceable role in disseminating Chinese culture, shaping regional images, and attracting foreign investment, and tourists. Guangxi, as an important province in China's southwestern region, plays an increasingly significant role in international exchanges and cooperation due to its unique geographical location, abundant natural resources, and profound cultural heritage. However, there are still numerous issues in the status of Guangxi's regional image publicity translation, which not only affect Guangxi's international image but also restrict its development in foreign exchanges and cooperation.

5.1 The Status of Guangxi's Regional Image Publicity Translation

In recent years, with the hosting of international exhibitions, events, and competitions such as the China-ASEAN Expo, International Tourism Festival, and World Championships, as well as the promotion of economic development in the Beibu Gulf region, Guangxi has intensified its publicity efforts. According to research, there is a wide variety of publicity materials in major cities such as Nanning, Liuzhou, Guilin, and Beihai, covering government department publicity materials, school introductions, company and enterprise introductions, hotel introductions, tourism guides, museum introductions, and international event manuals, among others. However, despite the large number of publicity materials, English translations is not wide. Among the 159 types and 187 volumes of publicity materials collected, only 92 volumes have partial or full English translations, accounting for about 49% of the total.

The quality of publicity translation is directly related to Guangxi's international image. However, the current quality of Guangxi's publicity translations is uneven. On the one hand, some publicity materials have issues such as inaccurate translations, improper word choices, and grammatical errors, which affect readers' correct understanding of Guangxi. On the other hand, some publicity materials fail to fully consider cultural differences and the acceptance habits of the audience during the translation process, resulting in stiff and obscure translations.

Publicity translation requires a high-quality, professional translation talent team. However, the current team of publicity translators in Guangxi faces issues of insufficient quantity and quality. On the one hand, there is a shortage of professional publicity translators, making it difficult to meet the growing demand for translation. On the other hand, some translators need to improve their professional competence and translation skills to handle high-quality publicity translations.

The institutional mechanism for publicity translation is an important factor affecting translation quality and efficiency. Currently, Guangxi's institutional mechanism for publicity translation is not yet perfect, with issues such as multiple management, unclear responsibilities, and inefficient processes. This leads to problems such as poor communication, coordination issues, and low efficiency during the translation process, affecting the quality and effectiveness of publicity translations.

5.2 Issues in Guangxi's Regional Image Publicity Translation

5.2.1 Translation Accuracy Issues

Translation accuracy is a basic requirement for publicity translation. However, there are issues of inaccurate translation in Guangxi's current publicity translations. This is mainly manifested in the following aspects: inappropriate word choices leading to discrepancies between the translated text and the original; frequent grammatical errors affecting the fluency and readability of the translation; and inadequate handling of cultural differences, making it difficult for the target audience to resonate with the translation.

5.2.2 Inadequate Handling of Cultural Differences

Cultural differences are a key aspect that requires special attention in publicity translation. However, Guangxi's current publicity translations have deficiencies in handling cultural differences. On the one hand, some translators lack understanding and knowledge of the cultural background of the target audience, making it difficult for the translation to resonate with them. On the other hand, some translators fail to fully consider the impact of cultural differences on the translation during the process, resulting in stiff and obscure translations.

5.2.3 Inconsistent Translation Style

Translation style is an important factor that needs to be consistent in publicity translation. However, there are issues of inconsistent translation style in Guangxi's current publicity translations. This is mainly manifested in the following aspects: significant differences in translation style among different translators, leading to a lack of consistency and coherence in the overall translation; and variations in translation style by the same translator across different translation tasks, affecting the overall effect of the translation.

5.2.4 Issues of Translation Efficiency and Quality

Translation efficiency and quality are two important aspects that need to be balanced in publicity translation. However, there is a contradiction between translation efficiency and quality in Guangxi's current publicity translations. On the one hand, due to the heavy translation workload and tight deadlines, some translators prioritize speed over quality. On the other hand, due to low translation quality requirements and lax review mechanisms, some translation tasks fail to achieve the expected translation results after completion.

5.2.5 Shortage and Training of Translation Talents

Translation talents are the core force behind publicity translation work. However, the shortage of publicity translation talents is a prominent issue in Guangxi. On the one hand, the number of professional publicity translators is insufficient, making it difficult to meet the growing demand for translation. On the other hand, some translators need to improve their professional competence and translation skills. Furthermore, Guangxi also lacks a systematic translation talent cultivation system and training mechanism.

5.2.6 Imperfect Institutional Mechanisms

Institutional mechanisms are important factors affecting the quality and efficiency of publicity translation. However, Guangxi's current institutional mechanisms for publicity translation are not yet perfect. On the one hand, issues such as multiple management and unclear responsibilities lead to problems such as poor communication and coordination during the translation process. On the other hand, issues such as inefficient processes and lax review mechanisms also affect the quality and effectiveness of publicity translations.

6. Strategies for Guangxi's Regional Image International Promotion Translation from a Neighborhood Communication Perspective

In response to the above issues, this paper proposes the following strategies for Guangxi's regional image international promotion translation from a peripheral communication perspective.

6.1 Strengthening Cultural Research and Dissemination

To overcome translation obstacles caused by cultural differences, efforts should be made to strengthen research and dissemination of Guangxi's local culture. By deeply understanding Guangxi's ethnic culture, historical background, and social customs, translators can be provided with rich cultural materials and background knowledge to help them more accurately understand and translate the cultural elements and characteristics in Guangxi's regional image. At the same time, cultural exchange activities and promotional videos can be organized and produced to showcase Guangxi's unique charm to the international community and enhance foreign audiences' awareness and identification with Guangxi's culture.

For example, when translating content related to the Nanning International Folk Song Arts Festival, Guangxi deeply explored the connotations and characteristics of folk song culture, introducing the historical origins, singing techniques, and artistic styles of folk songs to the international community, showcasing the unique charm of Guangxi's folk songs. At the same time, by translating the lyrics and background stories of folk songs, foreign audiences can gain a deeper understanding of Guangxi's ethnic culture.

6.2 Optimizing Language Style and Expression

In the process of Guangxi's regional image international promotion translation, attention should be paid to optimizing language style and innovating expression. On one hand, appropriate language styles and expressions should be chosen based on the language habits and cultural backgrounds of the target audience, making the translation results more aligned with the audience's aesthetic needs. On the other hand, international advanced translation theories and techniques, such as functional equivalence theory and contextual adaptation theory, can be adopted to improve the quality and effectiveness of translation. Additionally, various translation strategies can be employed, such as combining literal and free translation and adding and omitting information, to make the translation results more vivid, image-based, and easy to understand.

For example, in the international promotion translation of the Nanning International Folk Song Arts Festival, Guangxi focused on optimizing language style and innovating expression. On one hand, appropriate language styles and expressions were chosen based on the target audience's language habits and cultural backgrounds. On the other hand, by using various translation strategies and techniques, such as combining literal and free translation, and adding and omitting information, the translation results were made more vivid, image-based, and easy to understand.

6.3 Cultivating Professional Translation Talent

To enhance the quality of Guangxi's regional image and international promotion of translation, efforts should be made to cultivate professional translation talent. On one hand, scholarships and internship opportunities can be provided to attract more foreign language majors and translation enthusiasts to participate in the practice of Guangxi's regional image international promotion translation (Wang Min, 2023). On the other hand, renowned translation experts from home and abroad can be invited to provide training and guidance to translators in Guangxi, enhancing their professional competence and translation skills. At the same time, a translation talent pool and a translation quality evaluation system can be established to regularly evaluate and reward translators for their translation quality and achievements, motivating them to continuously improve their translation skills.

6.4 Strengthening International Cooperation and Exchange

In the context of globalization, strengthening international cooperation and exchange is an important way to improve the quality of Guangxi's regional image and international promotion translation. On one hand, cooperation can be established with foreign translation agencies, universities, and research institutions to jointly carry out research and practice on Guangxi's regional image international promotion translation. By drawing on foreign advanced experiences and practices, the quality and level of Guangxi's regional image international promotion translation can be continuously improved. On the other hand, active participation in international translation exchange activities, such as international translation conferences and forums, can facilitate exchanges and discussions with foreign translation experts and scholars, broadening one's horizons and perspectives (Chen Xiawei, 2020). At the same time, cooperation with international media and the organization of international translation competitions can enhance Guangxi's regional image's international visibility and influence.

For example, in the international promotion translation of the Nanning International Folk Song Arts Festival,

Guangxi strengthened international cooperation and exchange. On one hand, cooperation was established with foreign translation agencies, universities, and research institutions to jointly carry out the international promotion translation of the festival. By drawing on foreign advanced experiences and practices, the quality and level of the festival's international promotion translation were improved. On the other hand, active participation in international translation exchange activities allowed for exchanges and discussions with foreign translation experts and scholars, broadening perspectives and horizons.

7. Conclusion

From a neighborhood communication perspective, this paper explores strategies for Guangxi's regional image international promotion translation. By analyzing the characteristics of Guangxi's regional image, the current situation, and issues of its international promotion translation, this paper proposes strategies such as strengthening cultural research and dissemination, optimizing language style and expression, cultivating professional translation talent, and strengthening international cooperation and exchange. The implementation of these strategies will help enhance Guangxi's regional image's visibility and influence on the international stage, providing strong support for Guangxi's opening and economic and social development. In the future, Guangxi should continue to deepen the research and practice of these strategies, constantly exploring new translation methods and means to inject new vitality and momentum into the international promotion translation of Guangxi's regional image.

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